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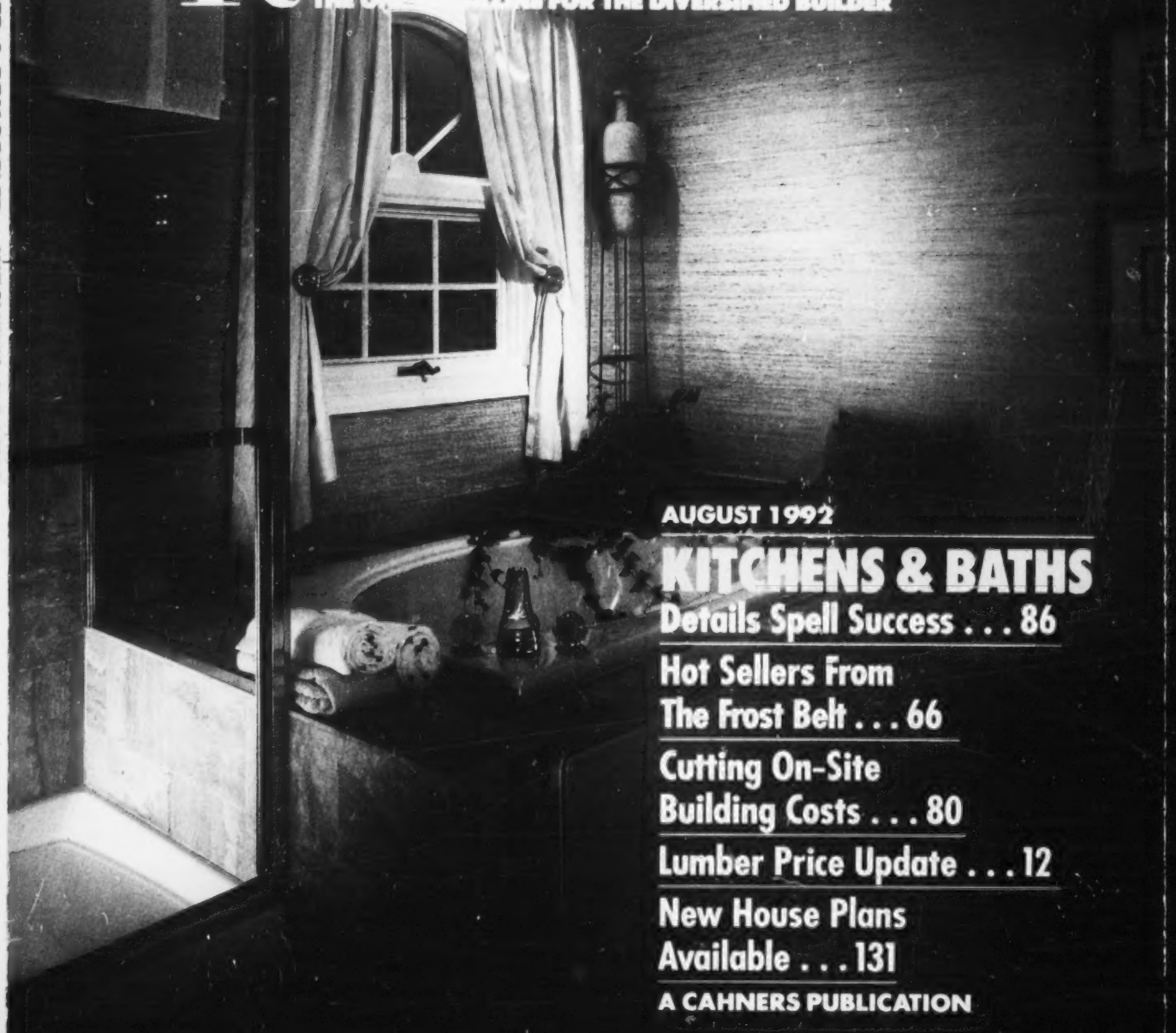
Professional Builder & Remodeler

THE ONLY MAGAZINE FOR THE DIVERSIFIED BUILDER



AUGUST 1992

KITCHENS & BATHS

Details Spell Success . . . 86

Hot Sellers From The Frost Belt . . . 66

Cutting On-Site Building Costs . . . 80

Lumber Price Update . . . 12

New House Plans Available . . . 131

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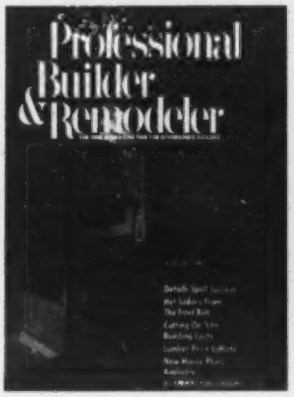

On The Cover

■ The master bath of the Greenfield model at Farmview in Yardley, Pa., has proven quite popular. The house was built by Realen Homes, Berwyn, Pa., and designed by a staff architect. Merchandising was by Century Design, New Hope, Pa. Featured on page 86. Photography by Fred Forbes.

New trends in kitchens & baths: p. 86.

FEATURES

Frost-Belt Sales Busters 66

Here are five outstanding projects that prove high-quality, carefully targeted product sells.

Cutting Construction Costs 80

Builders talk a lot about cutting costs, but our surveys show that less than a third actually follow through. Here are a series of specific ideas for lowering overhead in the areas of buying, supervision, specs and architecture.

Details Make The Difference In Kitchens & Baths 86

Wet rooms are fertile ground for creativity because they play such a critical role in selling new homes and upgrading the value of old ones. Take a look at some of the latest innovations in both new construction and remodeling.

Smarter, Better Housing For The Money 96

Builder Mercedes Homes offers several special "lifestyle options" in its new Florida homes.

Threats to the lumber supply: p. 12.

Frost-Belt design: p. 66.

New products: p. 106.

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Business

■ The spotted owl and import constraints are threatening the housing market's wood supply: *p. 12.* Proposed lender LTV rules and restriction would be a "disaster," according to NAHB: *p. 13.*

Markets

■ A three-party joint venture took underused property and converted it to a privately owned civic resource: *p. 25.*

Management

■ Rutenberg's new computer program prices 3000 options right in the sales office: *p. 41.* Building team collaboration helped produce new zoning regs as well as affordable housing in Connecticut: *p. 42.*

Marketing

■ Computer imaging of the job site before construction helps sell custom homes: *p. 53.* Pulte uses an innovative game to take first-timers through the buying process: *p. 54.*

Technology

■ A new machine that turns dirt into new housing is producing affordable homes in Florida: *p. 101.*

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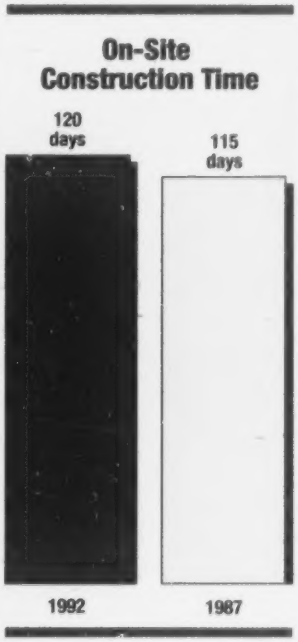
DON'T JUST PAY LIP SERVICE TO COST CUTTING



Builders talk a lot about cutting construction costs. After all, it can be a key component in keeping housing prices affordable. According to a *Professional Builder and Remodeler* survey taken in May 1992, 71% of builders say cutting construction costs is a high priority item, and 23% consider it a medium priority.

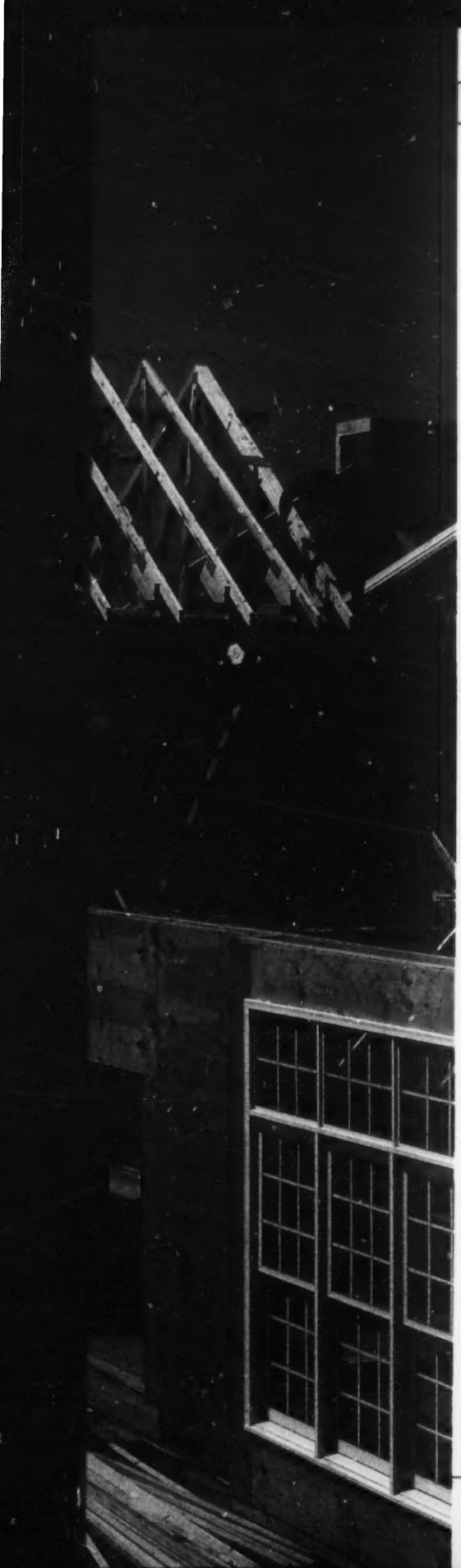
Unfortunately, not many are able to achieve this laudable goal. Our survey reveals that only 29% actually managed to cut construction costs in the last year.

What's more, respondents say that during the last five years they have spent more time—which translates into money—on the actual construction of a house. In 1992, it took 120 days; in 1987, the process took only 115 days.

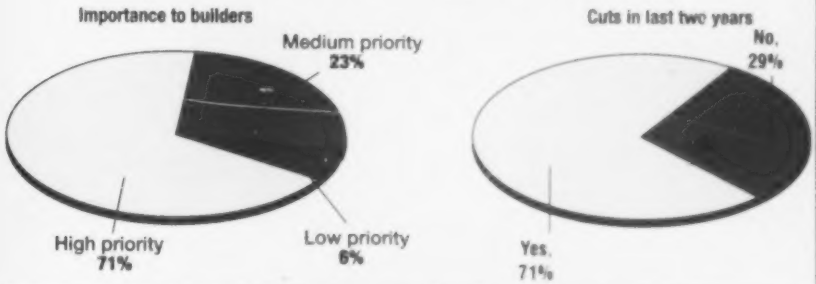
In addition to the three most important techniques for reducing costs (shown at lower right), builders mentioned such procedures as shopping around for different vendors, buying larger quantities of material for cheaper prices, reworking specifications, closer job supervision of workers and simplifying the architecture of the house.

Some specific examples of how builders cut costs are shown on the following pages.

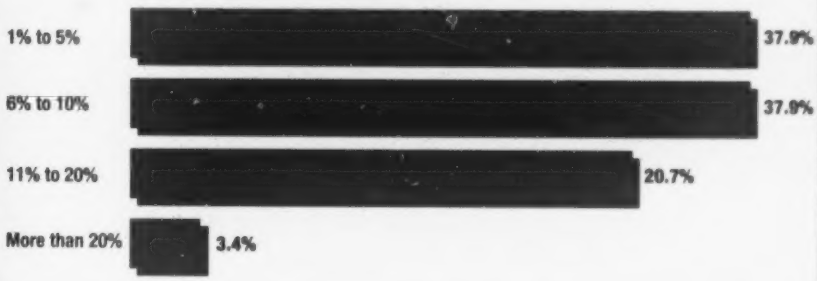
By Dan McLeister,
Senior Editor



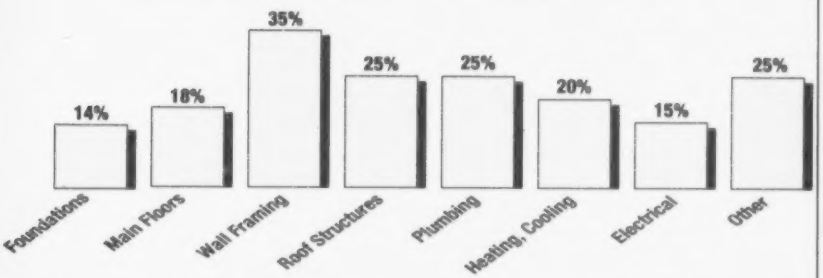
Cost Cuts: High In Priority, Low In Actuality



Construction Cost Cuts In Last Year



Which Areas Are Most Important In Cutting Costs?



What Were The Three Most Important Techniques Used To Cut Costs

1. Negotiate with subcontractors
2. Lower overhead
3. More prefabricated material